

Leit Motif

Volume 3, Issue 1



Mission

Through collaborative efforts, we provide leadership, direction and support to youth and adults establishing tobacco-free communities.

Vision

Maricopa County communities will be nationally renowned for their commitment to providing widely accessible tobacco prevention and cessation services and to living in a tobacco-free environment.



(MACTUPP)
Maricopa County
Tobacco Use
Prevention Program
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Great American Smokeout

By Cynthia Weaver, Media Coordinator

Great American Smokeout (GASO) 2000 has come and gone but its effects are everlasting. This year, the American Cancer Society required all participating agencies to have smoker's complete

Public Health Department (18th St. and Roosevelt). Thirty survival bags were distributed between the two locations. Also, MACTUPP staff sponsored an evening promotion at Greyhound Park on November 16. Survival bags and brochures with information about cessation classes were distributed to patrons at this event. More than 20 people turned in packs of cigarettes during these Smokeout events as they vowed to quit. There were also drawings

for special tobacco prevention prizes throughout the event. Three lucky winners were selected in the grand prize drawing to enter the Greyhound Park "money pit" to keep all the cash they could grab. One lucky "money pit" winner won \$170. A special thanks to the South

Central Tobacco Use Prevention Program and the American Cancer Society for providing volunteers.

"More than 20 people turned in cigarettes during Smokeout events."

pledge cards to make a commitment to themselves to become smoke-free. The participating agencies agreed to make follow-up phone calls to the smokers to track their progress. MACTUPP sponsored two events -- County employees were able to sign up to receive survival bags at a Wellness Fair in the County Administration Building (at 3rd Avenue and Jefferson) and at a booth at the

Leit Motif's New Look

Many of you may have noticed that this edition of Leit Motif looks different than previous editions. There is a good explanation for this, we had to update our software program to become compatible with new regulations at Maricopa County's Printing Services. In short, we are moving into the 21st century! Also, in response to our customer satisfaction survey results, we are in the process of revising the contents of Leit Motif and we would like your feedback. Please

contact Cynthia at (602) 506-0405 with any suggestions for improvements. All feedback is welcome!

Inside This Issue...	Page #
Great American Smokeout.....	1
Leit Motif's New Look.....	1
Survey Results.....	2
Annual Celebration.....	2
Oral Health	3
Secondhand Smokeout.....	3
Who Do You Call?.....	4

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The 2000 MACTUPP Survey Results Are Here

By Ali Kamen, Program Development Coordinator

A BIG thanks to all the Local Project staff who participated in the 2000 MACTUPP Customer Satisfaction and Staff Structure Surveys. We had a 100 percent response rate on the Staff Structure Survey and a 63 percent response rate on the Customer Satisfaction Survey. The Staff Structure Survey was designed to be completed as a team by each of the eight Maricopa County Local Projects. The Customer Satisfaction Survey was sent to all Local Project staff who have been with a Maricopa County Local Project for at least six months. MACTUPP is extremely appreciative to everyone who completed and returned the surveys!

Now for the results...drum roll please...Here are some of the highlights comparing the 1999 and 2000 results:

- “MACTUPP staff communicates well with Local Projects” increased from 53 percent of respondents “agreeing or strongly agreeing” to 95 percent.
- “MACTUPP staff are sensitive to the needs of Local Projects” increased from 53 percent of respondents “agreeing or strongly agreeing” to 100 percent.

- “MACTUPP staff approach working with Local Projects in a positive manner” increased from 68 percent of respondents “agreeing or strongly agreeing” to 95 percent.
- Overall satisfaction increased from 68.5 percent of respondents to 95 percent.

Improving communication between MACTUPP and Local Projects was a big priority for us this year and we are delighted to see an overall improvement in this area. Positive and constructive feedback was also provided by many survey respondents. This information, coupled with the results of the Staff Structure Survey, will play an integral role in the MACTUPP strategic planning meeting scheduled for early January 2001. As changes are made across the state, the information gathered from these two surveys will help us to make adjustments to the services and technical assistance we provide to best meet the needs of our customers, the Maricopa County Local Projects. If you would like to see a copy of the survey results, please contact any MACTUPP staff member. On behalf of MACTUPP, a sincere thank you for your participation in these surveys.

MACTUPP 2nd Annual Local Project Celebration

By Cheryl Smith, Administrative Specialist

On Tuesday, Dec. 12, 2000, MACTUPP hosted its 2nd Annual Celebration. This celebration recognized Maricopa County Local Projects and the work they do throughout the year. It was held at the Halle Heart Center in Tempe and the theme was “Winter Wonderland.” The two-hour celebration started with a trivia game facilitated by Ali Kamen. Participants at each table worked in teams to identify staff using the clues given. When the answers were revealed, there was much laughter and everyone learned something new about the people in tobacco control. MACTUPP staff then presented a PowerPoint presentation of project accomplishments using results received from each of the Local Project’s Annual Reports. Following each Local Project’s highlights, project representatives were given Certificates of Recognition and small gifts. Cake and hot apple cider was the perfect ending to the celebration. MACTUPP appreciates the work of each Local Project and look forward to another successful year!



American Public Health Association Presentation

By Carolyn Holman, Office of Oral Health

Janice Cardiello and I had the opportunity to give a presentation at the American Public Health Association (APHA) conference in November. This was a great experience for both of us!

Due to last minute scheduling changes, we were able to present for two days. We were happy to do this because we know the importance of reaching out to dental professionals with the anti-tobacco message.

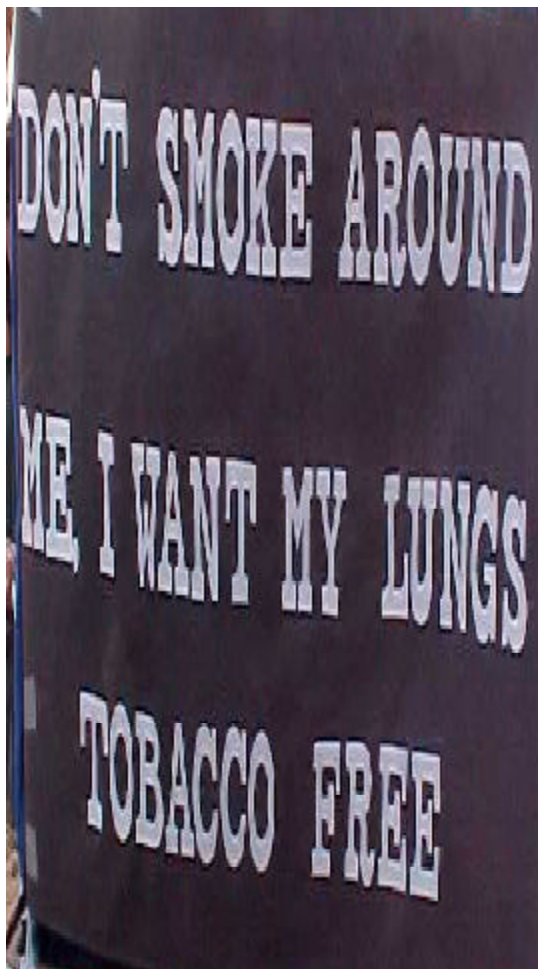
Our presentation entitled, "Tobacco Use Prevention Education and Cessation: Partnering With Your Dental Community," served as a model to help other Public Health agencies reach their dental communities. Arizona is among only a few states with funding allocated for this area of tobacco prevention/cessation. The information we presented was well received; everyone in attendance requested one of our packets, which included ATIN brochures, that were previously mailed to Maricopa County dental providers, as well as the Tobacco Assessment Sticker -- developed in our office for use in medical/dental charts. Our presentation generated a lot of positive feedback and questions from the audience. Dr. Alice Horowitz, PhD, a leading researcher in the area of oral cancer appeared impressed with the work we are doing and told us that we should give this presentation at other Public Health forums.

One of our goals is to help the public understand how oral health affects total health. In general, people tend to disassociate the connection between oral health and the rest of the body for overall well being. Tobacco causes many oral health effects, which in turn can affect the rest of the body. Did you know that 50 percent of periodontal disease (gum and bone loss in the mouth) is caused or increased by tobacco use?

Periodontal disease has also been linked to cardiovascular disease, diabetes, lung disease and low birth weight babies.

Secondhand Smokeout

On Dec. 20, each Local Project received an e-mail message stating that the Secondhand Smokeout event will not be implemented on a county-wide basis for Feb. 14. This decision was made by MACTUPP staff because of the limited amount of time to plan a quality event. However, Local Projects are encouraged to proceed with planning individual events to suit their needs. Please contact Cynthia Weaver or Alaina Liu with any questions.



Who Do You Call in MACTUPP?

Please take the "quiz" below to see if you know who to contact. The answers are listed below; however, if you have any questions, please contact any MACTUPP staff member.

Question:

MACTUPP Staff Member:

- | | |
|---|-------------------------------------|
| 1. We have new staff that needs to be ACTEV certified, who do I call to find out when the next training is scheduled? | a. Rhonda Hallal
(602) 506-6854 |
| 2. Our LP has concerns which may lead to a review of our budget, who do we contact? | b. Alaina Liu
(602) 506-5783 |
| 3. If we have not received a scheduled payment, we should contact... | c. Ali Kamen
(602) 506-6769 |
| 4. We are unable to submit our monthly report on time, who should we contact? | d. Cynthia Weaver
(602) 506-0405 |
| 5. If we need to schedule a site visit, we should contact... | e. Cheryl Smith
(602) 506-6359 |
| 6. If we need training on how to develop brochures or update our website, we should contact... | f. Donna Beedle
(602) 506-4797 |

Answers: 1. c., 2. a., 3. e., 4. b., 5. f., 6. d.



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Ali Kamen, Rhonda Hallal,
Donna Beedle, Alaina Liu



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